

ORDER

**WOAI-TV**

Orders

Order / Rev: 65396

Alt Order #: 09841170

Product Desc: DCCC/POLITICAL ISSUE

Estimate: 1194

Flight Dates: 10/16/12 - 10/22/12

Original Date / Rev: 10/12/12 / 10/16/12

Order Type: GENERAL

Primary AE: Millennium Washington DC

Sales Office: MNAT

Sales Region: National

Agency

Name: Great American Media

Buying Contact:

Billing Contact:

3050 K St NW, Suite 100

Washington, DC 20007

Billing Type: Cash

Billing Calendar: Broadcast

Billing Cycle: EOM/EOC

Agency Commission: 15%

Advertiser

Name: Democratic Congressional Campaign

Demographic: A35+

Product Codes: Issues/Propositions

Priority: P-4

Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:

Order Separation: 00:15:00

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/22/12	47	\$31,900.00	\$27,115.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	47	\$31,900.00	\$27,115.00	0.00
Totals	47	\$31,900.00	\$27,115.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Millennium Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WOAI-TV	16%	\$31,900.00
Market	100%	\$199,375.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
EOAI	0%	\$0.00
KABB	14%	\$27,912.50
KENS	34%	\$67,787.50
KHCE	0%	\$0.00
KLRN	0%	\$0.00
KMYS	0%	\$0.00
KNIC	0%	\$0.00
KPXL	0%	\$0.00
KSAT	36%	\$71,775.00
KVAW	0%	\$0.00
KVDA	0%	\$0.00
KVDF	0%	\$0.00
KWEX	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WOAI	10/16/12	10/22/12	Local 5a News	CM	5:00 AM-6:00 AM	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00

Local 5a News

NEWS 4 @ 5AM

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E 1	WOAI	10/16/12	10/22/12	Local 5a News Local 5a News	CM	5:00 AM-6:00 AM	MTWTF--	:30	3	\$250.00	P-2	0.00	NM	3	\$750.00
NEWS 4 @ 5AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$250.00		0.00			
E 2	WOAI	10/16/12	10/22/12	Local 6a News Local 6a News	CM	6:00 AM-7:00 AM	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
NEWS SAN ANTONIO @ 6AM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$650.00		0.00			
E 3	WOAI	10/16/12	10/22/12	Today Show Today Show	CM	7:00 AM-8:59 AM	MTWTF--	:30	3	\$650.00	P-2	0.00	NM	3	\$1,950.00
TODAY SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$650.00		0.00			
E 4	WOAI	10/16/12	10/22/12	M-F 9a-10a Rachael Ray Show	CM	8:58 AM-9:59 AM	MTWTF--	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
RACHAEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$225.00		0.00			
E 5	WOAI	10/16/12	10/22/12	M-F 10a-11a San Antonio Living	CM	10:00 AM-10:59 AM	MTWTF--	:30	4	\$200.00	P-3	0.00	NM	4	\$800.00
SAN ANTONIO LIVING ON NEWS 4 WOAI															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$200.00		0.00			
E 6	WOAI	10/16/12	10/22/12	Today Show II Today Show II	CM	11:00 AM-11:57 AM	MTWTF--	:30	4	\$125.00	P-3	0.00	NM	4	\$500.00
TODAY SHOW 3RD HOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$125.00		0.00			
E 7	WOAI	10/16/12	10/22/12	Today Show III Today Show III	CM	12:00 PM-1:00 PM	MTWTF--	:30	4	\$150.00	P-3	0.00	NM	4	\$600.00
TODAY SHOW - HOUR IV															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					4	\$150.00		0.00			
E 8	WOAI	10/16/12	10/22/12	M-F 2p-3p Dr Oz	CM	2:00 PM-3:00 PM	MTWTF--	:30	2	\$175.00	P-3	0.00	NM	2	\$350.00
ASK DR.OZ															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$175.00		0.00			
E 9	WOAI	10/16/12	10/22/12	M-F 3p-4p The Doctors	CM	3:00 PM-4:00 PM	MTWTF--	:30	2	\$325.00	P-2	0.00	NM	2	\$650.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					2	\$325.00		0.00			
E 10	WOAI	10/16/12	10/22/12	M-F 4p-5p Judge Judy	CM	4:00 PM-5:00 PM	MTWTF--	:30	3	\$375.00	P-2	0.00	NM	3	\$1,125.00
JUDGE JUDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$375.00		0.00			
E 11	WOAI	10/16/12	10/22/12	Local 5p News Local 5p News M-F	CM	5:00 PM-5:30 PM	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
NEWS 4 WOAI AT 5PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$900.00		0.00			
E 12	WOAI	10/16/12	10/22/12	Local 6p News Local 6p News M-F	CM	6:00 PM-6:30 PM	MTWTF--	:30	3	\$1,100.00	P-2	0.00	NM	3	\$3,300.00
NEWS 4 WOAI AT 6PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week: 10/16/12		10/16/12	10/22/12	MTWTF--					3	\$1,100.00		0.00			
E 14	WOAI	10/21/12	10/21/12		CM	5:00 PM-5:30 PM	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00

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				Local 5p News Su											
				Local 5p News Su											
				NEWS 4 SAN ANTONIO @ 5PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$650.00		0.00			
E 15	WOAI	10/16/12	10/16/12	Tue Reg 1	CM	7:00 PM-8:00 PM	-T-----	:30	1	\$5,000.00	P-2	0.00	NM	1	\$5,000.00
				The Voice											
				THE VOICE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$5,000.00		0.00			
E 16	WOAI	10/16/12	10/16/12	Tue Reg 3	CM	9:00 PM-10:00 PM	-T-----	:30	1	\$3,250.00	P-2	0.00	NM	0	\$0.00
				Parenthood											
				PARENTHOOD											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-T-----					1	\$3,250.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	WOAI	10/15/12-10/21/12		Tue Reg 3		9:00 PM-10:00 PM	-T-----	:30		(\$3,250.00)		0.00	NM		
				Credited											
				[Credited Spot]											
E 17	WOAI	10/19/12	10/19/12	Fri Reg 3	CM	9:00 PM-10:00 PM	----F--	:30	1	\$2,350.00	P-2	0.00	NM	1	\$2,350.00
				Dateline NBC											
				DATELINE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$2,350.00		0.00			
E 18	WOAI	10/16/12	10/22/12	Late 10p News M-F	CM	10:00 PM-10:35 PM	MTWTF--	:30	2	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
				Late 10p News M-F											
				NEWS 4 WOAI AT 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWTF--					2	\$1,500.00		0.00			
E 19	WOAI	10/20/12	10/20/12	Late 10p News Sa	CM	10:00 PM-10:30 PM	-----S-	:30	1	\$1,150.00	P-2	0.00	NM	1	\$1,150.00
				Late 10p News Sa											
				NEWS 4 SAN ANTONIO @ 10PM											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$1,150.00		0.00			
E 20	WOAI	10/21/12	10/21/12	Su Sports Sunday	CM	11:00 PM-11:30 PM	-----S	:30	1	\$650.00	P-2	0.00	NM	1	\$650.00
				Su Sports Sunday		(11:00 PM-11:30 PM)									
				SPORTS SUNDAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$650.00		0.00			
E 21	WOAI	10/16/12	10/22/12	Last Call	CM	1:35 XM-2:05 XM	MTWT---	:30	1	\$25.00	P-4	0.00	NM	1	\$25.00
				Last Call											
				CARSON DALY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/16/12	10/22/12	MTWT---					1	\$25.00		0.00			
E 22	WOAI	10/21/12	10/21/12	Su Bloopers	CM	11:30 PM-12:00 XM	-----S	:30	1	\$200.00	P-2	0.00	NM	1	\$200.00
				Su Bloopers		(11:30 PM-12:00 XM)									
				BLOOPERS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S					1	\$200.00		0.00			
N 23	WOAI	10/20/12	10/20/12	Notre Dame Football	CM	2:30 PM-6:00 PM	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
				Notre Dame Football		(2:30 PM-6:00 PM)									
				MG FOR SPOTS N/A ON ENTRY FOR LINE 13											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	-----S-					1	\$500.00		0.00			
N 24	WOAI	10/17/12	10/17/12	Wed Reg 2	CM	8p-9p	--W----	:30	1	\$3,250.00	P-2	0.00	NM	1	\$3,250.00
				Law & Order SVU											
				LAW & ORDER											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$3,250.00		0.00			
													Totals	47	\$31,900.00